

JOUR 4440-001 (14635)
JOUR 5100-002 (9505)
Fall 2014

Public Relations Case Studies
Case Problems in Public Relations
Room 114, General Academic Building
6:30 p.m.–9:20 p.m. Mondays

Instructor: Koji Fuse, Ph.D.
Office: Room 102-H, GAB
Office phone: 940-369-8083
Email: kfuse@unt.edu (Always use Blackboard Messages for anything related to this class.)
Office hours: 3:30 p.m.–6:30 p.m. Mondays; 12:30 p.m.–1:30 p.m. Wednesdays; and by appointment
Website: Blackboard Learn for JOUR 4440-001 / JOUR 5100-002

Overview:

This course is tailored for advanced undergraduate and graduate students who are ready to engage in more sophisticated analyses of public relations practices, as well as issues and challenges facing the profession. After learning fundamentals of public relations, you will increase skills in analyzing public relations problems and opportunities, identifying and prioritizing publics, selecting an appropriate set of strategic-plan elements, messages and media comparable with an organization's mission, applying social-media planning and metrics, and evaluating public relations programs and crisis management. The case-study approach requires absorbing the details of real-world cases and using theoretical principles of public relations to analyze them. We also discuss current cases reported in the news and other venues.

By the end of this course, you should be able to:

1. Understand how public relations works in the real world;
2. Appreciate the importance of research in solving public relations problems;
3. Comprehend and apply strategic planning;
4. Evaluate success or failure of various public relations programs and campaigns;
5. Develop high ethical standards for public relations practices; and
6. Realize what "professionalism" means (e.g., punctuality, accuracy, creativity, footwork).

Prerequisites:

(For undergraduate students only) Major status plus JOUR 3020 or 3321; minor status plus JOUR 2010 or 2420.

Course Structure:

This course consists of advanced case analyses, in-depth discussion, critical thinking, creative problem-solving, in-class exercises and professional development. You must keep up with readings, turn in all assignments on time and actively participate in class discussion. **You are not allowed to open your textbook and other readings during class.** Attend class regularly, visit Blackboard daily and participate in Blackboard discussions before class. You will have three written assignments, two submissions of case summary and analysis notes, the final case-study project, and in-class exercises, as well as lead class discussion and participate in Blackboard discussion. Students taking this class for graduate credit must do additional work. Your final grade is based on the total score of 1,000 possible points allocated to the following assignments:

Written assignments (200 points)

Case summary and analysis paper:	50 points
International PR paper:	100 points
Final-project proposal:	50 points

Case summary and analysis notes (200 points)

Notes 1:	100 points
Notes 2:	100 points

Final case-study project (200 points)

Participation (400 points)

Case summary and discussion:	100 points
Blackboard discussions:	100 points
In-class exercises:	200 points

Readings:

(Required) Center, Allen H., Patrick Jackson, Stacey Smith, and Frank R. Stansberry. *Public Relations Practices: Managerial Case Studies and Problems*. 8th ed. Upper Saddle River, NJ: Pearson Education, 2014. (Abbr. CJ)

(Recommended) Christian, Darrell, Paula Froke, Sally Jacobsen, and David Minthorn, eds. *The Associated Press Stylebook and Briefing on Media Law*. 49th ed. New York: Associated Press, 2014.

Note: Additional readings and blogs will be assigned.

Course Schedule (subject to change at the instructor's discretion):

- Aug. 25** (Module 01) Introduction to Class; Fundamentals of Public Relations (CJ Chapter 1; "PR in 180 Minutes").
Personal Information Sheet due.
- Sept. 1** *Labor Day! No Class.*
- Sept. 8** (Module 02) Processes and Theories of Public Relations (CJ Chapter 2; "PR in 180 Minutes"); Case Study Method; Example Case Presentation.
- Sept. 15** (Module 03) AWPS Award Winning Cases (extra readings); AWPS Case Study Competition.
- Sept. 22** (Module 04) Employee Relations (CJ Chapter 3: Cases 3-1, 3-2, 3-3 and 3-4).
- Sept. 29** (Module 05) Community Relations (CJ Chapter 4: Cases 4-1, 4-2, 4-3 and 4-4).
Assignment: Case Summary and Analysis Paper (Case 6-4) due.
- Oct. 6** (Module 06) Investor Relations (CJ Chapter 5: Cases 5-1, 5-2, 5-3 and 5-4).
Assignment: Final-Project Proposal due.
- Oct. 13** (Module 07) Consumer Relations (CJ Chapter 6: Cases 6-1, 6-2, 6-3 and 6-5).
Assignment: Case Summary and Analysis Notes 1 due.
- Oct. 20** (Module 08) Media Relations (CJ Chapter 7: Cases 7-1, 7-2, 7-3 and 7-4).
- Oct. 27** (Module 09) Public Issues, Public Affairs and Government PR (CJ Chapter 8: Cases 8-1, 8-2, 8-3 and 8-4).

- Nov. 3** (Module 10) Crisis Management (CJ Chapter 9: Cases 9-1, 9-3, 9-4 and 9-5).
Assignment (graduate students only): Communication Theory Paper due.
- Nov. 10** (Module 11) Ethics and Activist Public Relations
(CJ Chapter 10: Cases 10-1, 10-2, 10-3 and 10-4).
Assignment: Case Summary and Analysis Notes 2 due.
- Nov. 17** (Module 12) International Public Relations (extra readings).
Assignment: International PR Paper due and PowerPoint Presentation.
- Nov. 24** (Module 13) Social Media Public Relations (extra readings).
- Dec. 1** (Module 14) Summary of the Semester.
- Dec. 8** *Final Project due and PowerPoint Presentation at 6:30 p.m.*

Attendance, Preparation and Participation:

I take attendance twice each class day for two 1.5-hour sessions for record-keeping purposes. Although I expect you to attend every class, I assign no penalty or credit to your attendance. However, the rule of thumb is up to three absences (i.e., three 1.5-hour sessions), whether excused or not. Those who skip class more than three times (i.e., three 1.5-hour sessions) will not receive special assistance or consideration, which they do not deserve. In addition, they will miss pop quizzes, and I offer no make-up for any reason. **If you must miss or missed a class for a legitimate reason (i.e., serious illness, family emergency, academic/professional conference, religious observance), submit third-party documentation within a week after an absence occurs.** Printer malfunctions, traffic accidents, difficulties in finding library materials, etc. are not legitimate. Take full responsibility for your class attendance and learning. When you attend class, you must sign the attendance sheet yourself; having someone sign your name is a form of academic dishonesty. **All mobile and electronic devices are prohibited in class.** Remember the following: First, the more classes you skip, the less education you receive and the worse grades you earn. Second, if you miss a class, you are still responsible for obtaining information about an assignment and class from your classmates and submitting the assignment on or before its due date. Third and finally, do not distract class by passive-aggressive behaviors — sleeping comfortably, sitting leisurely at the back, showing up late, disappearing early, leaving the classroom for a long time or many times, playing with a cellphone or having chitchat. I retain my nonnegotiable right to evaluate your class preparation and participation, which will affect your overall performance.

1. Case Summary and Discussion

Because you cannot open your textbook during class, you must summarize and word-process each case in detail, the end-of-the-case questions for each case, your answers to the questions and extra research findings for at least one of the cases for the day's discussion. Then, you should try to present a case you have researched in depth and lead a class discussion about the case and questions. Create your own questions and prepare your response to each of them. Anyone who adds significant detail omitted by the presenter to a case or discusses extra research findings will earn one point. Tell us what extra research you have done in class. Those with the highest credit (i.e., full credit for a meaningful presentation and one point for a meaningful contribution) will earn 100 points, and those with no presentations, despite their meaningful contributions, will earn 0 (zero) points. Always be theoretical to understand PR practices by reading academic papers from the IPR website and library databases.

2. Blackboard Discussions

Each week has a Blackboard discussion folder. I expect you to post your extra research findings every week for any one of the cases for the week's discussion. In addition, you must post a detailed summary of any PR or social media news as many times as you can. Do not just cut and paste text from the Web. Instead, make sure to discuss what you have discovered and provide references. Those with the highest number of meaningful posts will earn 100 points, and those with no meaningful posts will earn 0 (zero) points. Always be theoretical to understand PR practice by reading academic papers from the IPR website and library databases.

3. In-Class Exercises

You will take at least 11 unannounced exercises at the beginning, middle or end of the class, the lowest score of which will be dropped. **Therefore, no makeup will be offered for whatever reason.** You are not allowed to talk to others, but you can use the textbook, articles and notes. Because this is a three-hour class, I may give you more than one exercise in a day.

Written Assignments:

For all assignments, apply 12-point Times New Roman and double-spacing unless otherwise specified. The deadline is the beginning of class when I collect an assignment. When you finish your assignment, first print out your complete paper to submit it in class; then eliminate all self-identifying information and save the file to upload it to Blackboard Turnitin by the beginning of class on the due date. **No email submission or handwritten materials will be accepted. Late assignments, whether no submission of a hard copy in class or a Word file through Blackboard Turnitin, will drop one letter grade for each day.** In the event of a university closure caused by inclement weather or other emergencies, you must still submit all assignments on time via Turnitin. Bring hard copy to the next class meeting. Exceptions are the same as specified in the "Attendance, Preparation and Participation" section. Save your work on your computer in case it gets lost. Talk to me within a week of receiving your graded paper if you have questions. No consideration will be given beyond that time limit.

Research Sources and Reference List

Do not depend solely on Internet research, such as Google search. You must use library resources and read academic journal articles and books extensively. Ask a librarian about how to use electronic databases (e.g., EBSCOhost, JSTOR). The more reliable sources you use, the higher-quality information you can cull, which will lead to a better paper and result in a better grade. Answers.com, Ask Yahoo!, Quora, Wikipedia and all similar, unverified, user-generated sites are not acceptable research sources although they are often good places to start looking for ideas. For each paper, make sure to refer to at least two scholarly journal articles and books relevant to the paper. Do not make superficial references (e.g., definition of public relations); you must discuss substantive, content-related issues. **Attach the cover, reference and appendix pages, and staple your paper. Remember that incomplete citations or references will cost you one letter grade. The minimum page number of each project excludes the cover, reference and appendix pages. All page requirements refer to "full pages."** Follow either the Modern Language Association (MLA) style or the American Psychological Association (APA) style for the reference list and in-text citations. Too many grammatical and stylistic errors will lower your grade. For more detail of each project, go to Blackboard. Save your work on your computer in case it gets lost. Talk to me within a week of receiving your graded paper if you have questions. No consideration will be given after the one-week time limit.

1. Case Summary and Analysis Paper (two single-spaced full pages of a case summary plus two single-spaced full pages of answers to questions)

You must write a summary and analysis of a case, which I have chosen for you. Although the case usually discusses (1) background and overview, (2) problems and opportunities, including a “critical event,” (3) initial research, if any, (4) goals and objectives, (5) target publics and media/communication tools, (6) strategies and tactics, and (7) evaluation, you still need additional research to conduct an in-depth analysis of the case. Make sure to explicate problems and opportunities, discuss why and how the organization’s public relations practice was a success or failure, and make specific recommendations with appropriate theoretical justifications. Also answer all end-of-the-case questions while incorporating your research.

2. International PR Paper (six full pages minimum)

Work with one fellow student. Although the U.S. model of public relations is dominant, local cultures continue to affect and shape public relations practices in foreign countries. Choose a foreign country, study its culture, research its public relations practice and connect culture to public relations practices in a non-stereotypical manner. What cultural orientations does the country supposedly have? How do professionals practice public relations in their country? How does their practice differ from the mainstream U.S. model of public relations? How and why do you think the country’s local culture affects its public relations practice? Add appropriate headings in the paper. You must also prepare a PowerPoint presentation for 15 minutes.

3. Final-Project Proposal (six full pages minimum)

Your final-project draft must explicate a public relations case that you have decided to research. You must choose a case that has started or occurred within a couple years. You can work alone or with not more than one partner. Based on your preliminary research, what did you discover? What additional research do you plan to do? What theoretical import do you see in the case?

Case Summary and Analysis Notes:

Read the “Case Summary and Discussion” section. You must word-process case summaries, solve each case’s questions and add your original research before class in order to advance your reasoning skills. You should also take notes during class. Knowledgeable public relations professionals are familiar with many real-world cases, so your word-processed notes will be extremely valuable after graduation. You must turn in your notes twice during the semester.

Final Case-Study Project:

The final project is your original case study. Remember this is an academic case-study paper. Choose an event or crisis that has occurred within a couple years, which involves public relations practices. Make sure no one has published an analysis of the case. You can work alone or with one fellow student, but you must not work with your classmate whom you have already worked with. The maximum length of your paper is 15 single-spaced pages or 7,500 words, including the cover page, reference page, illustrations, charts, graphs and tables. I will sponsor as the faculty adviser some best papers for the Arthur W. Page Society Case Writing Competition. You or your team must submit (1) a 50-to-100 word abstract, (2) a case-study paper, (3) a PowerPoint presentation and (4) teaching notes. Read all the requirements and more than a few award-winning case studies available at <http://www.awpagesociety.com/insights/winning-case-studies/>. Exactly follow all the format requirements. For example, you must follow the endnote format

based on the Chicago style, which the vast majority of award-winning cases use. You are also expected to make a formal presentation at the end of this course.

Grading:

90 percent or higher of total possible points:	A
80 percent–lower than 90 percent:	B
70 percent–lower than 80 percent:	C
60 percent–lower than 70 percent:	D
Lower than 60 percent:	F

Basic Course Policy:

This is a course in a professional field, and you are expected to accept and abide by the dictates of professionalism in the workplace. You must follow rules regarding deadlines and attendance. **Get things right the first time because in the professional world, you will not have luxury to redo your work after the deadline.** It would be extremely difficult for you to earn even a passing grade if you did not seriously and continually study by attentive listening, meticulous note-taking, active class participation, proactive professional attitudes and timely submission of assignments.

In addition, you are not the only person enrolled in this class. Even a small noise you make will negatively affect its learning environment. **Furthermore, you are not allowed to bring your laptop to class; surfing the Internet or checking your email during class is reprehensible.** I expect you to behave as a responsible adult in class. Therefore, if you continually cause distractions (e.g., no participation, chitchat, frequently leaving the room or disappearing during class, disturbances such as smartphones, beepers and computers), I will remove you from class.

Journalism Course Registration

1. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first served program.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an adviser.
3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

Re-Taking Failed Journalism Classes

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Textbook Policy

The Mayborn School of Journalism doesn't require students to purchase textbooks from the

University Bookstore. Many are available through other bookstores or online.

First Class Day Attendance

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

Office Hours

See the first page of this syllabus.

Attendance

See the “Attendance, Preparation and Participation” section.

Financial Aid Satisfactory Academic Progress (SAP) for Undergraduates / Graduates

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 (undergraduate) / 3.0 (graduate) cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150 percent of their required degree plan (undergraduate) / 150 percent of the published length of the program (graduate). If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit <http://financialaid.unt.edu/sap> for more information about financial aid and Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your Mayborn School of Journalism academic adviser or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

Academic Advising

All first-time-in-college students at UNT are required to schedule an appointment with their academic adviser and receive an advising code to register for classes both fall and spring semesters of the first year in college. All students should meet with their academic adviser at least one time per long semester (Fall and Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for nonpayment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. The Mayborn School of Journalism will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student’s responsibility to ensure all payments have been made.

Important Fall 2014 Dates*

August 25	First Class Day.
September 8	Census.
September 9	Beginning this date, a student who wishes to drop a course must first receive

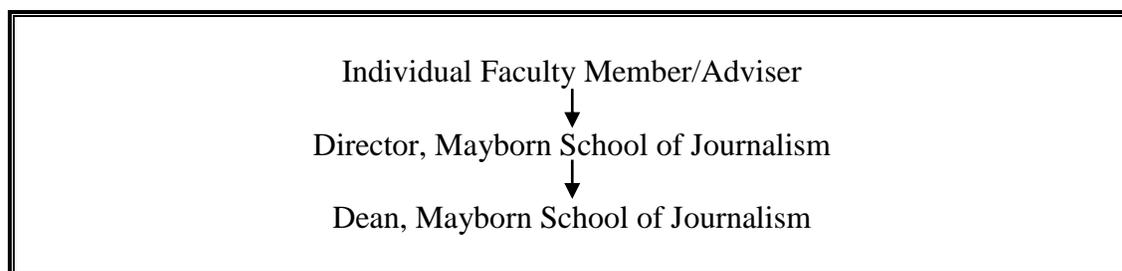
	written consent of the instructor.
October 3	Last Day for student to receive automatic grade of W for nonattendance. Last day for change in pass/no pass status. Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.
October 4	Beginning this date, instructors may drop students with a grade of WF for nonattendance.
November 3	Last day to drop with either W or WF. Last day for a student to drop a course with consent of the instructor.
November 10	Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.
November 21	Last day to withdraw (drop all classes). Last day for an instructor to drop a student with a grade of WF for nonattendance.
December 5	Reading Day (no classes).
December 6–12	Final Exams.
December 12	Last class day.
December 12–13	Commencement — Details to be announced.

*Some dates are subject to change. Check the registrar’s website for updates:

<http://registrar.unt.edu/registration/fall-registration-guide>.

Academic Organizational Structure

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



Office of Disability Accommodations

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. **Students are strongly encouraged to deliver**

letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact the office by phone at 940-565-4323.

Course Safety Statements

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions, and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Academic Dishonesty

Academic dishonesty includes, but is not limited to, the following: the use of any unauthorized assistance in taking quizzes, tests or exams; dependence upon the aid of sources beyond those authorized by the instructor; the acquisition of tests or other material belonging to a faculty member; dual submission of a paper or project; resubmission of a paper or project to a different class without express permission from the instructors; or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author or source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook.

Mayborn School of Journalism Academic Integrity Policy

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind — including plagiarism and fabrication — is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

Classroom Policies

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

Student Evaluation of Teaching Effectiveness (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

Final Exam Policy

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

Access to Information

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site. If you do not regularly check EagleConnect or link it to your favorite email account, please so do, as this is where you learn about job and internship opportunities, Mayborn School of Journalism events, scholarships, and other important information. The Eagle Connect website explains how to forward your email: <http://eagleconnect.unt.edu/>.

Courses in a Box

Any Mayborn School of Journalism equivalent course from another university must receive prior approval from the school's academic adviser to ensure that all Mayborn School of Journalism degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior adviser approval.

Important Notice for F-1 Students Taking Distance Education Courses

To comply with immigration regulations, an F-1 visa holder within the United States may need

to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

The decision may have serious immigration consequences. If F-1 students are unsure about their need to participate in an on-campus experiential component for this course, they should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

Dropping an Online Course

If you need to drop an online course, you should send your instructor an email with your name, student ID#, reason for dropping a course, and date you are sending the email. **This must be done prior to the UNT deadline to drop a course.**

If approved, the instructor will contact the Mayborn School of Journalism Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's Office before the deadline to make sure you have been dropped from the course with a "W."** If you are taking only online courses and your instructor approves the drop, please contact the Mayborn School of Journalism Director of Advising for instructions.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty, staff and students. Please make certain to update your phone numbers at the my.unt.edu site. Some helpful emergency preparedness actions include the following: (1) ensuring you know the evacuation routes and severe weather shelter areas; (2) determining how you will contact family and friends if phones are temporarily unavailable; and (3) identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT department of journalism, which is now the Frank W. and Sue Mayborn School of Journalism (effective Sept. 1, 2009), has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Frank W. Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here because it certifies that the school and the graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This combined course, JOUR 4440 / 5100, will help to meet the student learning outcomes that have been checked by your professor, Dr. Koji Fuse.

Each graduate must:

- Understand and apply First Amendment principles and the law appropriate to professional practices.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

Jan. 29, 2011